

**ABSTRACT**

Arrangement in a device for identifying counterfeit apparel including a cylindrical button body (1) coupled to a circular base, (2) forming a circular space (4) housing an encapsulated assembly formed by a chip (6) and an antenna (5). The encapsulated assembly forms an opening that receives a plastic plug (7) which has a lower circular flap located in a hole provided on the button base. A locking pin is coupled to the button body. Alternatively, the button body is forms a circular guide (11) which is concentric to the assembly. The button body has a terminal circular flap (12) configuring an opening (10) between the internal walls of the button base (2) and the circular flap (12). The chip (6) stores data through programmed codes in a logical sequence containing a fixed code identifying the apparel article and a flexible code to save complementary information on the apparel.